

46th CIFF Shanghai 2020 A success that instils great confidence!

Organising two editions of its fair in 2020 as usual, CIFF has demonstrated its strategic importance and revitalised the furniture industry, instilling confidence in the future.

An injection of confidence is undoubtedly the impression left by the recently concluded **46th CIFF Shanghai 2020**. That confidence in the future and the belief that the furniture sector is recovering, that confidence that we all feel we so need. Despite taking place just six weeks after the 45th CIFF Guangzhou, which was moved from March to July due to the pandemic, this last edition of CIFF has certainly been a success, thanks to the **1,000 exhibitors** occupying **250,000 square metres exhibition space** and attracting **118,409 industry professionals**, reaffirming this trade fair as the essential business platform for the Asian furniture market.



Concluding on 10th September after four intense days under the same roof as the **Shanghai Hongqiao National Exhibition & Convention Centre**, the 46th CIFF Shanghai 2020 represented the entire furniture industry chain: home, outdoor and leisure furniture, home décor and home textiles, office, hotel, and commercial furniture and, thanks to the overlap with the Shanghai International Furniture Machinery & Woodworking Machinery Fair (CIFF/WMF) 2020, machinery for the furniture industry.

Undoubtedly an unusual edition, the 46th CIFF Shanghai 2020 maintained **total safety** thanks to the absolute commitment and strict pandemic prevention protocols adopted, the scrupulous services dedicated to visitors, and the digitisation of some exhibitions, thus **integrating offline and online activities**—a project and commitment that has proved rewarding from all points of view. Thus, the support received from the entire furniture industry and the further improvement of organisational quality made it possible to realise the dream of '**CIFF Shanghai Connecting the Future**', sending out a positive message that China's furniture market is recovering and its leading trade fair is immediately returning to normal.

The **collaboration between CIFF and Red Star Macalline**, undertaken with enthusiasm over the years, is now demonstrating how far-sighted and strategic that choice really was, closing the circle of the industry chain by **directly connecting the fair's exhibition and promotional event with the purely commercial activity of distribution in showrooms**. This model, unique for trade fair organisations, has certainly helped the companies involved, especially in these difficult times, promoting the formation of a new development model.



中国（广州 / 上海）国际家具博览会
China International Furniture Fair
(Guangzhou / Shanghai)

47th CIFF Guangzhou 2021

China Import and Export
Fair Complex
Guangzhou Pazhou, China

March 18-21, 2021 (1st phase)
March 28-31, 2021 (2nd phase)

48th CIFF Shanghai 2021

National Exhibition
& Convention Center (Shanghai)
Shanghai Hongqiao, China

September 3-6, 2021

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The 46th CIFF Shanghai 2020 has once again confirmed itself as a place of dialogue and cultural exchange, contributing to the qualitative development of the furniture industry. Thus in this edition, great attention has been paid to the **culture of good design and good living** with the intent to represent trends and provide inspiration for the entire industry.

CIFF has collaborated with the main associations, media, and institutions in the field of design to organise as many as **50 conferences and forums and 10 themed exhibitions**.

Among these, two extraordinary design exhibitions stand out: the **EAST Design Show**, under the theme 'Return to Zero', has hosted more than 50 Asian design brands, academies, design studios, and media, shedding light on important topics, including what is architecture?, what is interior design?, what really is furniture? and what does the home look like today?; and the **Design Dream Show**, organised by CIFF in collaboration with Red Star Macalline and Innovation Design Alliance, which collaborated with the Shanghai Promotion Center for City of Fashion to integrate lifestyle, fashion, food, and tourism into the home environment in an unusual and captivating way.



Design was also the true star among exhibitors in the **Design Hall**, divided into the Contemporary Design Hall, the Modern Design Hall, where higher-end products were presented, and the Trendy Design Hall, where the accessible luxury of neo-Chinese styles was concentrated.

Featured within the **Sofa Flagship and Sofa Premiums**, the main brands of upholstered furniture presented the newest trends and most innovative features for a product designed to reflect a lifestyle of increasing quality.

The **Office Environment Hall** and **Outdoor Furniture Hall** presented the latest solutions for the home office, smart office, and trendy outdoor environments.

We are already working on the many innovations that will distinguish the **48th CIFF Shanghai**, taking place **from 3rd to 6th September 2021**, in which internationally recognised leading companies have already confirmed their participation.

But now all eyes are on the **47th CIFF Guangzhou 2021**, which will feature: from 18th to 21st March, home furniture, home décor and home textiles, outdoor furniture and home textiles, and outdoor and leisure furniture; and, from 28th to 31st March, office furniture, hotel furniture, commercial furniture, and furniture for public spaces, as well as furniture machinery, components, and raw materials.

For more information on CIFF please visit: www.ciff.furniture

You can download the [high-resolution images here](#)

Further images are available upon request

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